

ORDER



Orders
Order / Rev: 703825 - 1
Alt Order #: 06259008
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/01/12 / 08/09/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/03/12	09/09/12	53	\$7,405.00	\$6,294.25
09/10/12	09/16/12	12	\$2,505.00	\$2,129.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	65	\$9,910.00	\$8,423.50	0.00
Totals	65	\$9,910.00	\$8,423.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	8%	\$9,910.00
Market	100%	\$123,875.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$19,820.00
WCWJ	0%	\$0.00
WJXT	24%	\$29,730.00
WTEV	24%	\$29,730.00
WTLV	28%	\$34,685.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	09/04/12	09/10/12	America This Morning	CM	430-5a	MTWT---	:30	5	\$20.00	P-3	0.00	NM	5	\$100.00
				America This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWT---		5			\$20.00			0.00			
2	WJXX	09/04/12	09/10/12	GMJ Sunrise	CM	5-6a	MTWTF--	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2			\$50.00			0.00			
3	WJXX	09/04/12	09/10/12	GMJ	CM	M-F 6a-7a	MTWTF--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		5			\$75.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	09/04/12	09/10/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a MTWTF--	:30	5	\$55.00	P-3	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		5		\$55.00			0.00			
5	WJXX	09/09/12	09/09/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a -----S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1		\$40.00			0.00			
6	WJXX	09/09/12	09/09/12	GMA Sunday GMA Sunday	CM	GMA Sunday -----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1		\$100.00			0.00			
7	WJXX	09/09/12	09/09/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7 -----S	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1		\$80.00			0.00			
8	WJXX	09/04/12	09/10/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a MTWTF--	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2		\$75.00			0.00			
9	WJXX	09/04/12	09/10/12	The View M-F 11a-12p View	CM	M-F 11a-12p MTWTF--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2		\$175.00			0.00			
10	WJXX	09/04/12	09/10/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM) MTWTF--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		5		\$50.00			0.00			
11	WJXX	09/04/12	09/10/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p MTWTF--	:30	2	\$95.00	P-3	0.00	NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2		\$95.00			0.00			
12	WJXX	09/04/12	09/10/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p MTWTF--	:30	3	\$95.00	P-3	0.00	NM	3	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3		\$95.00			0.00			
13	WJXX	09/04/12	09/10/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		5		\$110.00			0.00			
14	WJXX	09/08/12	09/08/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb	CM	Sat FCN News We-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1		\$175.00			0.00			
15	WJXX	09/09/12	09/09/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p -----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1		\$150.00			0.00			
16	WJXX	09/04/12	09/10/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p MTWTF--	:30	2	\$180.00	P-3	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2		\$180.00			0.00			
17	WJXX	09/04/12	09/10/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		5		\$150.00			0.00			
18	WJXX	09/08/12	09/08/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p -----S-	:30	1	\$75.00	NON	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WJXX	09/08/12	09/08/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p	-----S-	:30	1	\$75.00	NON	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$75.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	09/03/12-09/09/12		Sa 7-8P		Sa 7p-8p	-----Sa-	:30		(\$75.00)		0.00	NM		
Credited [CR]															
19	WJXX	09/04/12	09/10/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTFSS	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/04/12	09/10/12	MTWTFSS	5		\$150.00		0.00						
20	WJXX	09/04/12	09/10/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	5	\$85.00	P-3	0.00	NM	5	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/04/12	09/10/12	MTWTF--	5		\$85.00		0.00						
21	WJXX	09/04/12	09/10/12	Jimmy Kimmel Jimmy Kimmel	CM	M-F 12:05a-1:05a	MTWTF--	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/04/12	09/10/12	MTWTF--	2		\$40.00		0.00						
22	WJXX	09/10/12	09/10/12	Mon Prime Other DWTS	CM	8-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$1,500.00		0.00						
23	WJXX	09/04/12	09/04/12	Tue Prime C PRIVATE PRAC	CM	10-11p	-T-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-T-----	1		\$850.00		0.00						
24	WJXX	09/06/12	09/06/12	Thu Prime C SCANDAL	CM	10-11p	---T---	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	---T---	1		\$850.00		0.00						
25	WJXX	09/09/12	09/09/12	Sun Prime B ONCE UPON	CM	8-9p	-----S	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$1,100.00		0.00						
26	WJXX	09/04/12	09/07/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	-TWTF--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWTF--	1		\$75.00		0.00						
Totals													65	\$9,910.00	